

**CURRICULUM VITAE  
ALAN D. MANNING**

**Office Address**  
4053 JFSB  
BYU, Provo, UT 84602

**Education**

- 1984-88 Ph.D., Aug. 1988, Louisiana State University  
Major: Linguistics. Minor: Technical Writing.  
Dissertation:  
"The Relevance of Visual Models in Linguistic Theory and Discourse Analysis."
- 1982-84 B.A., Magna Cum Laude, Brigham Young University.  
Major: Linguistics. Minor: Communications.

**Teaching Experience**

- 1994-present: Courses taught at Brigham Young University  
Senior/Graduate: Seminar, Research Design, Theoretical Syntax, Generative Phonology, Semantics, Historical Linguistics, Editing as Linguistic Analysis, Directed Readings on C.S. Peirce.  
Undergraduate: Language: Mind & World, Introduction to Linguistic Analysis, Semantics/Meaning, Technical Editing, Visual Design Editing.
- 1990-93: Courses taught at Idaho State University--  
Graduate: Advanced Grammar, History of English Language, Semantics and Phonology. Applied Linguistics  
Undergraduate: Technical Writing, Business Writing, Descriptive English Grammar, Introduction to Literature, Critical Reading & Writing, Freshman Composition.
- 1988-90: Courses taught at Stephen F. Austin State University--  
Graduate: Linguistic Analysis, Psycholinguistics & Lang. Acquisition, English/Spanish Grammar.  
Undergraduate: Technical Writing, Critical Reading & Writing.
- 1986-88: Undergraduate courses taught at Louisiana State University--  
English Grammar, Dialects of American English, Business & Technical Writing.

**Current Service**

- 1992-2003: Language and Composition Reader, National Advanced Placement Exam, for Educational Testing Service, Somerset, N.J.  
2004-2006: Language and Composition Reader/Team Leader, National Advanced Placement Exam, for Educational Testing Service, Somerset, N.J.  
2006-8: Scoring Guide Consultant./Question Leader, National Advanced Placement Exam, for Educational Testing Service, Somerset, N.J.  
1998-present: Outside Peer-Reviewer, *IEEE Transactions on Professional Communication*
- 1994-present: Advisor, Student Career and Course-Planning, Linguistics Dept.  
2003-present: Editing Program Committee member  
2006-present: Advisor, *The Leading Edge* (student-run nationally-distributed publication)

**Professional Organizations**

IEEE Professional Communication Society  
Association for Business Communication

**Books**

*Visual Rhetoric: Peircean Design, Purpose, and Ethics*. (co-author with Nicole Amare) Under contract with Parlour Press, manuscript in review and revision process).

*Grammar Worth Knowing: Everyday Applications*. Elang 325 Course text, under development.

*Love Story Logic*, 330 page novel; .pdf manuscript, used in semantics courses and the Peirce readings courses.

hyperlink: <http://linguistics.byu.edu/classes/Ling490Peirce/LSL.html>

(Editor) *Deseret Language and Linguistic Society: Selected Papers from Proceedings* (1998-1999).

*Revising Professional Writing in Science and Technology, Business and the Social Sciences* (Updated version of a textbook, orig. published in 1992). Third author with Frank Parker, Kathy Riley, and Kim Campbell. Superior, WI: Parlay Press, 1999.

*Supposition Error: a Novel*, Superior, WI: Parlay Press, 1996.

hyperlinks: <http://www.parlaypress.com/supposition.htm>

<http://linguistics.byu.edu/classes/ling230am/supposition/index.htm>

**Articles** (\*indicates the periodical or proceedings is **peer-reviewed**)

\* "Refining Specifications of Decorative/Indicative Balance in Menu Design," *International Professional Communication Conference Proceedings*, Piscataway, NJ: IEEE Inc., On CD ROM, 2009. (second author with Noel T. Alton)

\* "Emotion-Spectrum Response to Form and Color: Implications for Usability," *International Professional Communication Conference Proceedings*, Piscataway, NJ: IEEE Inc., On CD ROM, 2009. (co-author with Nicole Amare)

\* "Examining Editor-Author Ethics: Real-world Scenarios from Interviews with Three Journal Editors." *Journal of Technical Writing and Communication*, in press, 2009. (co-author with Nicole Amare)

\* "Writing for the Robot: How Employer Search Tools Have Influenced Resume Rhetoric and Ethics, *Business Communication Quarterly*, vol. 72, no. 1, pp. 35-60, 2009. (co-author with Nicole Amare)

\* "A Language for Visuals: Design, Purpose, Usability," *International Professional Communication Conference Proceedings*, Piscataway, NJ: IEEE Inc. On CD ROM, 2008. (co-author with Nicole Amare)

\* "A Simpler Approach to Grammar: (Re)engineering Parts-of-Speech Instruction to Assist EFL/ESP Students," *International Professional Communication Conference Proceedings*, Piscataway, NJ: IEEE Inc. Paper #74 on CD ROM, 2007. (co-author with Nicole Amare)

\* "A Usability Model of Hypertext based on the Semiotics of C.S. Peirce," *International Professional Communication Conference Proceedings*, Piscataway, NJ: IEEE Inc. pp. 47-56, 2006. (co-author with Nicole Amare)

\* "Quality in Translation: A Lesson for the Study of Meaning," *Linguistics and the Human Sciences*, vol. 1, no. 3, 405-448, 2006. (second author with Alan K. Melby, Leticia Klemetz)

\* "Visual-rhetoric Ethics: Beyond Accuracy and Injury," *Technical Communication*, vol. 53, no. 2, pp. 195-211, 2006. (First author with Nicole Amare).

\*Lynching Mark Twain, the Prophet, *The Mark Twain Annual*, vol. 3, pp. 105-112, 2006. (Second author with Nicole Amare).

\*"Using Visual Rhetoric to Avoid PowerPoint Pitfalls," *International Professional Communication Conference Proceedings*, Piscataway, NJ: IEEE Inc. pp. 281-287, 2005. (First author with Nicole Amare)

\*"Universals and Variables in Cross-Cultural Communication," *International Professional Communication Conference Proceedings*, Piscataway, NJ: IEEE Inc. pp. 36-41, 2004.

\*"Twain's HUCKLEBERRY FINN," (second author with Nicole Amare) *The Explicator*, vol. 62, no. 4, pp. 206-209, 2004.

\*"The Indispensable Interpretive Role of Time," *Ometeca Journal*, vol. 7, pp. 97-106, 2003. (Spanish version of the article pp. 107-116).

\*"The Fixation of Knowledge," *International Professional Communication Conference Proceedings*, Piscataway, NJ: IEEE Inc. pp. 175-179, 2003.

\*"The Grammar Instinct" *IEEE Transactions in Professional Communication*, vol 45, no. 2 pp. 133-137, 2002.

\*"What is Thought?" *IEEE Transactions in Professional Communication*, vol. 44, no. 1 pp. 50-53, 2002.

\*"The Theory and Practice of Thinking Outside the Box: Interfacing Abstractions with Practical Communication Puzzles." *International Professional Communication Conference Proceedings*, Piscataway, NJ: IEEE Inc. pp. 554-551, 2002.

\*"What is Explanation?" *IEEE Transactions in Professional Communication*, vol 44, no. 1 pp. 53-57. 2001.

"Interfacing *Newsletter* Readers with the *Transactions*," *IEEE Professional Communication Society Newsletter*, 44, no. 5, pp. 19-20. 2000

\*Chambers, T. L., Manning, A. D., Theriot, L. J., "A New Theory for the Assignment of Members to Engineering Design Teams," *Proceedings of the ASEE Gulf-Southwest Annual Conference*, Las Cruces, New Mexico, April 5 - 8, 2000, paper 76B2, on CD-ROM.

\*"Dynamic and Static Communication in Electronic Media," *IEEE Transactions in Professional Communication*, vol. 42, no. 4, pp. 301-305. 1999.

\*"Storytelling as a Tool of Technical Explanation - Improvisation Risks and Benefits," 1999 *IEEE Professional Communication Conference Proceedings*. Piscataway, NJ: IEEE Inc. pp. 345-352, 1999.

\*"Error and the Growth of Technical Understanding," *IEEE Transactions in Professional Communication*, 42: pp. 123-127, 1999.

\*"Minimalism beyond Computer Documentation," *IEEE Transactions in Professional Communication*, 41: pp. 200-204, 1998.

\*"Fire Under Water: Art and Explanation Integrated in Nonlinear Web Site Design," 1998 *IEEE Professional Communication Conference Proceedings*. Piscataway, NJ: IEEE Inc. pp. 121-130.

\*"The Continuity Paradox and Emergent Linguistic Structure: Discontinuous Sortal Concepts versus the Innate Syntax Hypothesis," (second author, with Iris Gomez), *Lingua* 103: pp. 195-223, 1997.

\*"Interface: Scott McCloud's Understanding Comics," *IEEE Transactions in Professional Communication*, 41: pp. 66-69, 1998.

"From the Editor: The Dialects of Teaching (Narrative and Expository Approaches to) the Teaching of Dialects," *American Dialect Society Teaching Newsletter*, vol 30, no. 2 (May 1998), pp. 1-4.

\*"Moving beyond narrative in nonlinear Web site design", 1997 *IEEE Professional Communication Conference Proceedings*. Piscataway, NJ: IEEE Inc. pp. 231-240.

\*"Peircean Roots of Pragmatics & Pragmatic Roots of the Human Language Faculty." *The Twenty-Third LACUS Forum 1996*, Chapel Hill, NC: LACUS. pp. 191-205.

"A Common Semiotic Framework for Literary and Linguistic Studies." *Deseret Language and Linguistic Society Selected Papers from Proceedings*, (1995), vol 21: pp. 143-151.

Review of Talmy Givon's *English Grammar: a Function-based Introduction*, *American Dialect Society Teaching Newsletter*, (1994) vol. 26, no. 3, pp. 3-4.

\*"Literary vs. Technical and Professional Writing: The Developmental Relationship." in *Rhetorical Designs for Professional and Technical Writing: a Teacher's Guide*. W.E. Tanner, ed., Dallas: Caxton's (1994), p.81-91.

Review of Jeffrey Kaplan's *English Grammar: Principles and Facts*, *American Dialect Society Teaching Newsletter* (1993), vol. 25, no. 3, 3-4.

Reviews of Max Morenberg's *Doing Grammar* and Dorothy Sedley's *Anatomy of English*, *American Dialect Society Teaching Newsletter* (1992), vol. 24, n. 3, 3-4.

\*"Paralinguistic Character Structure in Popular Syndicated Television." *Semiotica* (1992), vol. 89, 47-82.

\*"Abstracts in Relation to Larger and Smaller Discourse Structures." *Journal of Technical Writing and Communication* (1990), vol. 20, 369-390.

\*"The SOV > ... > OSV Frequency Hierarchy." (First author, with Frank Parker.) *Language Sciences* (1989), vol. 11, 43-65.

\*"The Semantics of Technical Graphics." *The Journal of Technical Writing and Communication* (1989), vol 19, 31-51.

\*"The Invariant Code-Significance of Lexical Items." *Semiotica* (1989), vol 73, 101-119.

\*"Literary vs. Technical Writing: Substitutes vs. Standards for Reality." *The Journal of Technical Writing and Communication* (1988), vol. 18, 241-262.

\*"Systematic Structural Imposition in Language Production." *Language Quarterly* (1988), vol 26, 27-31.

"Diversity in Combination." *The Best of Trek #10*, W. Irwin and G. Love, eds. (1986), New York: New American Library, pp. 14-26.

\*"Tense and the Structure of Clause Types." *Lingua* (1985), vol. 67, pp. 25-36.

"Significance of Sound in Names Found in Fantasy Literature." *The Leading Edge* (1984), vol. 7, pp. 14-21.

"The Conceptual Consistency of up." *Deseret Language and Linguistic Society Proceedings: Ninth Annual Symposium* (1983), Provo, Utah: Brigham Young University Press, pp. 159-162.

### **Conference Papers**

\* "Refining Specifications of Decorative/Indicative Balance in Menu Design," International Professional Communication Conference, Honolulu, Hawaii, July 2009. (with Noel T. Alton)

\* "Emotion-Spectrum Response to Form and Color: Implications for Usability," International Professional Communication Conference, Honolulu, Hawaii, July 2009. (with Nicole Amare)

"A Language for Visuals: Design, Purpose, Usability," International Professional Communication Conference, Montreal, Quebec, July 2008. (with Nicole Amare)

Writing for the Robot: How Recruiter Search Tools Have Changed the Rhetoric of Resumes, Association for Business Communication, Washington D.C. October 2007. (with Nicole Amare)

A simpler approach to grammar: (Re)engineering parts-of-speech instruction for EFL/ESP students, International Professional Communication Conference, Seattle, WA, Oct 2007 (with Nicole Amare)

"A Usability Model of Hypertext Based on the Semiotics of C.S. Peirce," International Professional Communication Conference, Saratoga Springs, NY, Oct. 2006. (with Nicole Amare)

"Twain's Satirical Mormon Sympathies in *Roughing It*," Inscription: Conference on the Christian Teaching of Writing, Rhetoric, and Literature, Abilene, TX. Sept. 2006. (with Nicole Amare)

"Using Visual Rhetoric to Avoid PowerPoint Pitfalls," International Professional Communication Conference, Limerick, Ireland, July 2005. (with Nicole Amare)

"Mark Twain's Bad-Faith Rhetoric," Rhetoric and the Christian Tradition Conference, Chicago, IL, May 2005. (with Nicole Amare)

"Universals and Variables in Cross-Cultural Communication," International Professional Communications Conference, Minneapolis, MN, Sept. 29, 2004.

"The Fixation of Knowledge." International Professional Communication Conference Orlando, FL. Sept. 23, 2003.

"Star Wars and its lesser progeny." Popular Culture Association, New Orleans, Louisiana. April 18, 2003.

"The Theory and Practice of Thinking Outside the Box: Interfacing Abstractions with Practical Communication Puzzles." International Professional Communication Conference Portland, Oregon. Sept. 20, 2002

"Star Trek and its lesser progeny: a grammar of successful syndicated television." Popular Culture Association, Toronto, Canada. March 15, 2002

"English for Specific Purposes: A Perspective from Engineering Communication."

International TESOL Conference, Salt Lake City, April 12, 2002.

“The Status of Truth in Science-Fictional and Scriptural Texts: Captain Kirk™ Meets Captain Moroni” Life, The Universe, and Everything: Sci-fi&Fantasy Conf., March, 2000, Provo, UT.

“Effective Technical Explanation and Storytelling: Obstacles and Solutions,” Narrative: an international conference. Emory/Georgia Tech., April 2000, Atlanta, GA.

"Storytelling as a Tool of Technical Explanation - Improvisation Risks and Benefits," 1999 IEEE Professional Communication. September 1999, New Orleans, LA.

“The Subatomic Cognitive Structure of Theta Roles,” Linguistic Association of Canada & the U.S. (LACUS), August 1999, University of Alberta, Edmonton, Alberta, Canada.

“Coloring in Fictional Characters,” Life, The Universe and Everything. March 1999, Provo, UT.

“Fire Under Water: Art and Explanation Integrated in Nonlinear Web Site Design,” 1998 IEEE Professional Communication Conference. September 1998, Quebec City, Canada.

“Conceptual Semantics and its alternatives: A Peircean Synthesis,” Linguistic Association of Canada & the U.S. (LACUS), August 1998, Claremont Graduate University, CA.

"Translation, Computers and Agency," (second author with Aaron Alder) Linguistic Association of Canada & the U.S. (LACUS), (August 1998, Claremont Graduate University, CA.

“Peirce and Web Site Design,” Deseret Language and Linguistics Society 24rd Annual Symposium. April 1998, Provo, UT.

“Supposition Error: a novel: Minute Linguistic Structure Magnified through the Literary Looking Glass,” Deseret Language and Linguistics Society 23rd Annual Symposium. February 1997, Provo, UT.

“Moving beyond narrative in nonlinear Web site design,” 1997 IEEE Professional Communication Conference. October 1997, Snowbird, UT.

"Pragmatic Mishaps as a Function of Structurally-Delayed Genre Acquisition." Modern Language Association, December 1996, Washington D.C.

“Peircean Roots of Pragmatics & Pragmatic Roots of the Human Language Faculty.” Linguistic Association of Canada & the U.S. (LACUS), August 1996, Provo, UT.

“The Indispensable Interpretive Role of Time: Deferent Literary Meaning and Convergent Scientific Truth.” Ometeca Institute Working Session on Literature and Science, July 1996, New Brunswick, NJ.

“Emergent Peircean Functions of X-bar Syntax: a formalism functionalists can live with.” 23rd Annual Univ. of Wisconsin-Milwaukee Linguistics Symposium, April 1996, Milwaukee, WI.

“Narrative and Expository Scripts: a Unified Generative Framework.” Modern Language Association, December 1995, Chicago, IL.

“A Common Semiotic Framework for Literary and Linguistic Studies.” Deseret Language and Linguistics Society, March 1995, Provo, UT.

"Differential Functions of Context in Fact, Fiction and Falsehood." College English Association/Modern Language Association joint session, December 1994, San Diego, CA.

"Literary vs. Technical and Professional Writing: The Developmental Relationship." Modern Language Association, December 1993, Toronto, Canada.

"Writing in Literature, Science, Technology and Business: Linguistic Connections and Contrasts," Ometeca Institute Working Session on Literature and Science, June 1993, Puebla, Mexico.

"Paradigmatic Theory vs Content Description: Towards MORE Informative Writing Definitions," Modern Language Association, December 1991, San Francisco, California.

"Indexical vs Iconic Argument-Function ordering and Hawkins' Implicational Word Order Universals," Twentieth Annual University of Wisconsin Linguistics Symposium, April 1991, Milwaukee, Wisconsin.

"Illustrating Principles of Language Using Other Exemplars of Popular Culture," Modern Language Association, December 1990, Chicago, Illinois.

"Beyond Saussure: More Recent Semantic Support for Literary Deconstruction." Modern Language Association, December 1989, Washington D.C.

"Literary vs. Technical Discourse." Modern Language Association, December 1987, San Francisco, California.

"A Visual Model of Written Communication." Louisiana Association for Language Arts, October 1986, Baton Rouge, Louisiana.

"Significance of Sound in Names Found in Fantasy Literature." Deseret Language and Linguistic Society, February 1984, Provo, Utah.

"The Conceptual Consistency of up." Deseret Language and Linguistic Society, April 1983, Provo, Utah.

### **Past Service**

1989-90 ( Stephen F. Austin State University Dept. of English & Philosophy)

Policy committee member.

ESL qualifying-exam student-preparation advisor, Stephen F. Austin College of Humanitie

1990-94 (Idaho State University Dept. of English & Philosophy)

Special Programs committee member, Idaho State Dept. of English

D.A. Exam committee, Robin Croft.

Special Programs committee member, Acting Chair (Spring '92)

D.A. exam, language & composition theory question coordinator

D.A. exam committee: Robin Croft, Ken Fox, Ron Fisher, Folke Person

Independent Study supervisor, Leslie Michael (1992)

Independent Study supervisor, Kirsten Mast (1993)

Member, Composition Committee (1992-94)

Elected Member, Executive Committee of the Modern Language Association, Language Theory Division (1994).

Member, University Communications Board (1993-94)

Member, University NCAA Academic Integrity Review (1993-94)

Special Session Chair, Language and Society, for MLA '94 convention in San Diego.

(Brigham Young University, Linguistics Dept.)

1994-03

Library Acquisitions, Dept. Coordinator

1996-03: Evaluator, BYU Graduate Research Fellowship Award Applications.  
1997-03: Evaluator, Office of Research and Creative Activities (student) Applications.  
1997-2004: Associate Editor, *IEEE Transactions on Professional Communication*.

1999-03: College of Humanities Forum and Devotional Committee  
1994-2000: Advisor, Student Linguistics Society  
2000: Chaired theses completed: Matt Carmack, Nathan Pomeroy.  
1995: Manuscript referee, *Technical Communication*  
1995: Secretary, Executive Committee of the Modern Language Association, Language Theory Division.  
1996: Co-chair, Executive Committee of the Modern Language Association, Language Theory Division.  
1996: Panel Judge, Emily Dickinson Poetry Contest, sponsored by the Emily Dickinson International Society, Utah Chapter.  
1996: External Peer Reviewer, Idaho Board of Education Specific Research Proposal Grant Program  
1996: Data Collection Consultant, International Corpus of English Project. Charles Meyer (U-Mass. Boston), director.  
1996-1999: Editor, *American Dialect Society Teaching Newsletter* (semiannual).  
1997-2000: Hinckley, Maeser, T4G Scholarship Committee, College of Humanities.  
1998-1999: Symposium planning chair, Deseret Language and Linguistics Society  
2001-2002: College Curriculum Committee.  
2001-2002: ELANG editing major/minor development committee  
2001-2003: College of Humanities Rank & Status Committee  
2002: Editing minor development committee  
2002-2004: Editing position search committee  
2001-2004: DLLS secretary